



CZECH REPUBLIC MEDIA LANDSCAPE

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Country Overview

THE CZECH REPUBLIC IS CONSIDERED AN ADVANCED ECONOMY WITH HIGH LIVING STANDARDS

Overview of Czechia



CAPITAL
Prague

REGION
Europe

GDP PER CAPITA, PPP
\$44,296

GDP
\$251 billion

POPULATION
10,669,709

AREA
78,867 SQ.KM

On Jan. 1, 1993, Czechoslovakia dissolved, and two separate nations formed, the Czech Republic and Slovakia. The Czech Republic today is a parliamentary democracy.

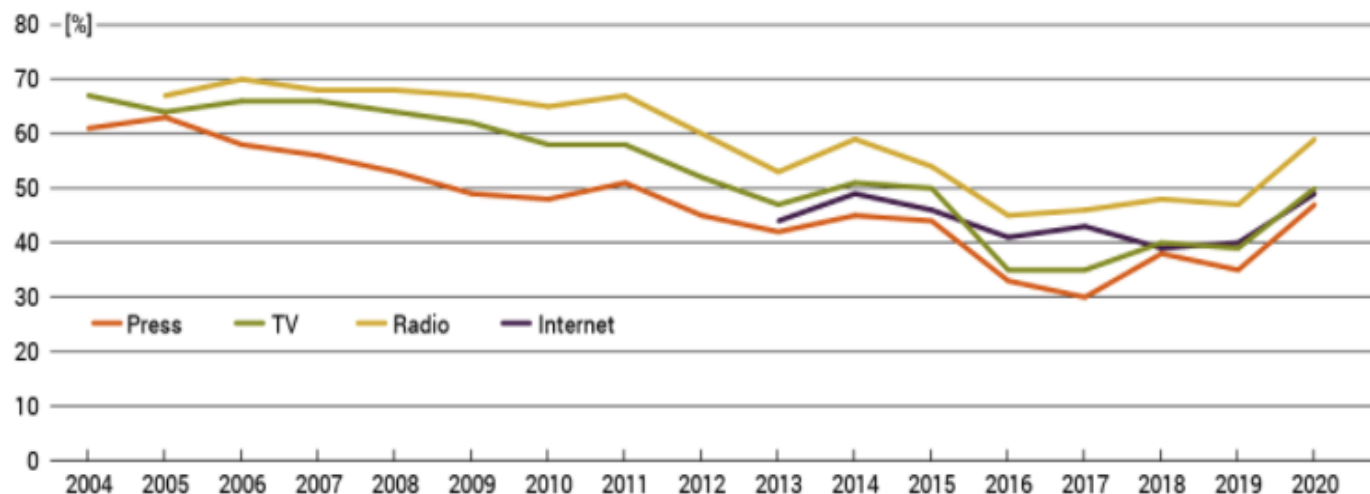
Machinery, engineering, electronics, automobile manufacturing and brewing are major industries while tourism and agriculture are also industrially significant.

Czechs are the country's largest ethnic group, and Moravians, Slovaks and Poles are other significant groups. While Czechs don't tend to be particularly religious, Roman Catholicism is the most popular faith among religious citizens.

Media Consumption Overview

THE MEDIA OPERATE RELATIVELY FREELY AND WITHOUT UNDUE GOVERNMENT CURBS

Confidence in specific types of media in the Czech Republic



TV has the highest reach



62% of Czechs listen to the radio, daily



Print has declines over the years but still reaches millions

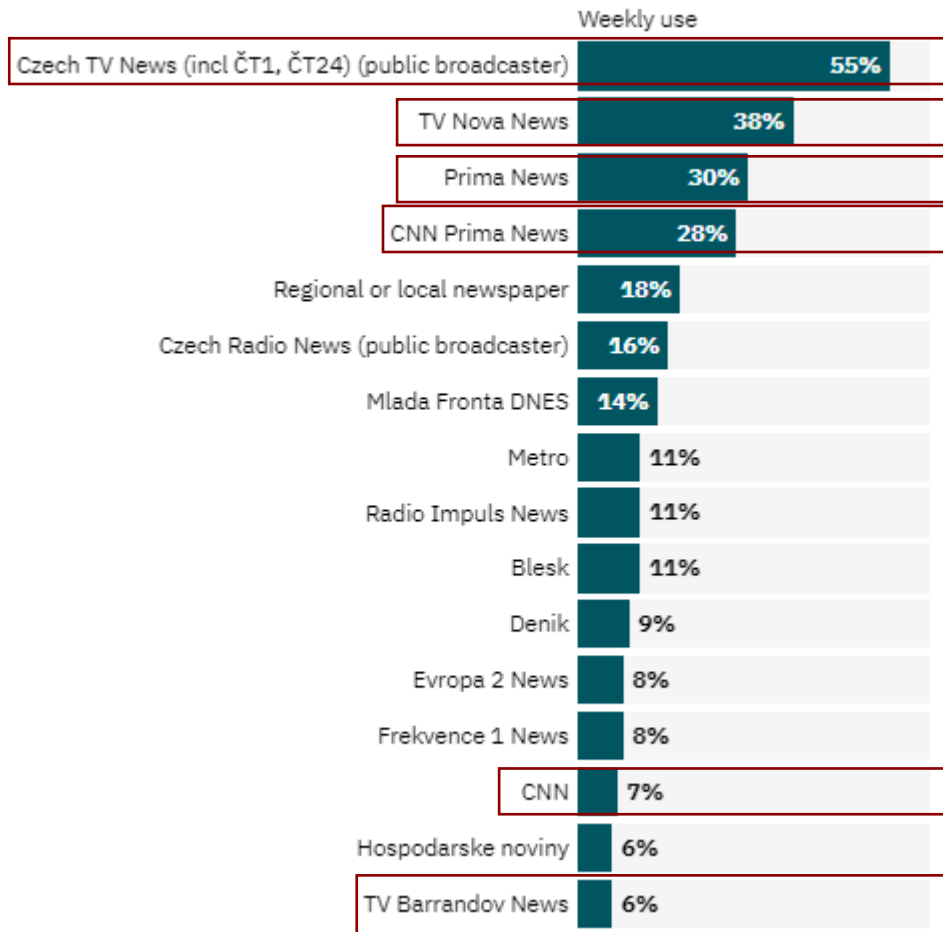


Digital consumption is witnessing a rapid increase

TV Consumption

TV IS THE MOST CONSUMED TRADITIONAL MEDIA

Weekly Reach 2021



- Commercial television has a major place in the Czech media landscape and attracts almost half of the total advertising spend. Czech TV (ČT) operates two public broadcast channels: mainstream CT1 and cultural channel CT2
- The leading private TV channels Nova and Prima broadcast nationally
- 2020 saw the biggest increase in viewership in Generation Z audience, aged 15-24. It was 54% higher than a year earlier and averaged over 1.5 hours daily

TV Consumption

TOP TV CHANNELS



ČT1

Czech Television is a public television broadcaster in the Czech Republic, broadcasting seven channels. ČT1 is a generalist channel, showing family-oriented television, Czech movies, children's programming, news and documentaries.



ČT2

ČT2 broadcasts documentaries and nature-oriented shows such as documentary films by David Attenborough. This channel also frequently shows foreign films in the original versions with Czech subtitles, including many English-language movies.



TV Nova

TV Nova is a Czech commercial television station. It began broadcasting in February 1994, as the first privately held nationwide Czech TV station. It is the biggest commercial TV channel in the Czech Republic.



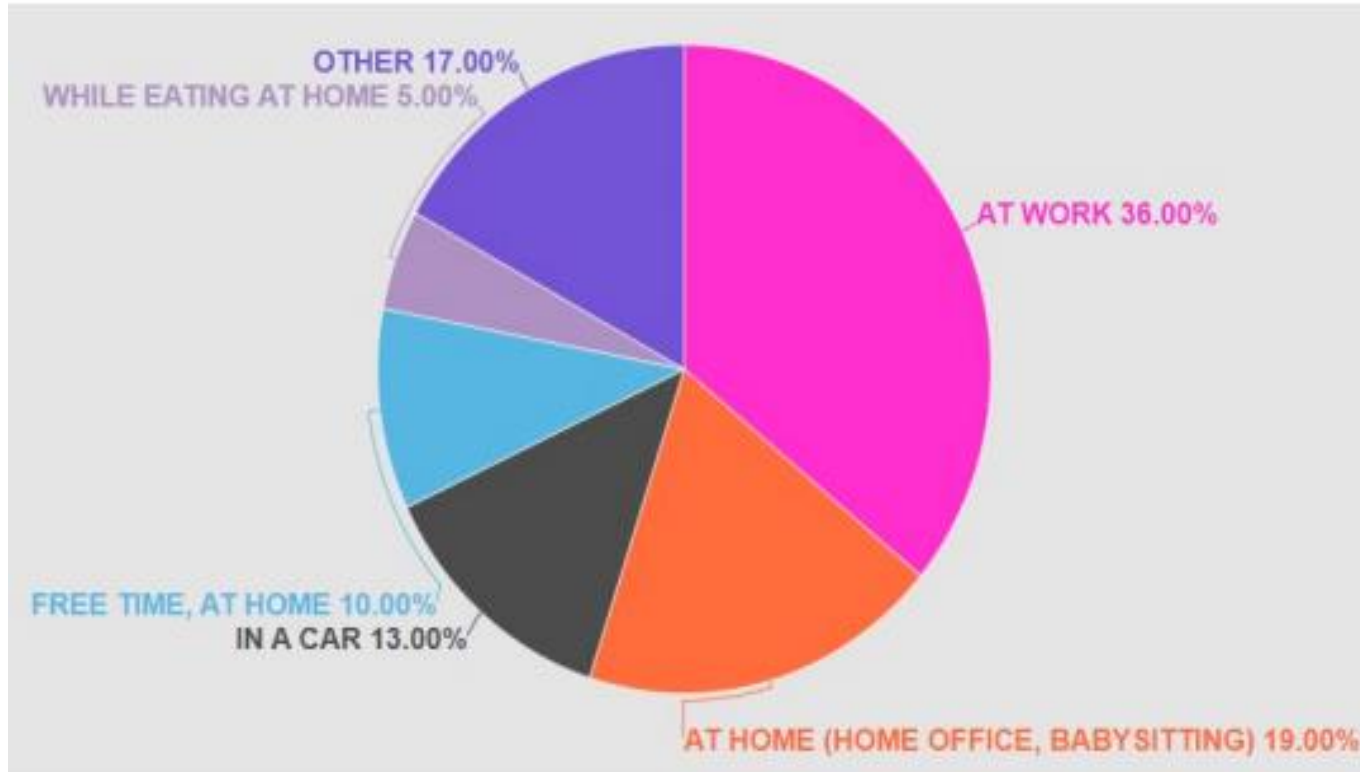
Prima

Prima televize is a Czech private television station. TV Prima is the oldest private TV channel in the Czech Republic and the second-most-watched, after TV Nova. It is the flagship channel of FTV Prima, a Czech commercial broadcaster.

Radio Consumption

RADIO IS STILL A POPULAR MEDIUM FOR CZECHS

Radio consumption by device type (%)



- 86.5% of the population will listen to radio during the week.
- 22 - 23% of these people will listen to a station of Czech Radio
- Most Czechs listen to radio at work (36%)
- In September 2020, Czech Radio launched 10 new DAB + transmitters, increasing population coverage from 85% to 95%

Radio Consumption

TOP RADIO STATIONS

Czech Radio



Český rozhlas (ČRo) is the public radio broadcaster of the Czech Republic, operating since 1923. The service broadcasts throughout the Czech Republic nationally and locally. Its four national services are Radiožurnál, Dvojka, Vltava and Plus.

Radio Impuls



Radio Impuls is a private radio station founded in the Czech Republic in 1999. The station broadcasts mostly Czech music, news, traffic information, and entertainment.

Evropa 2



Evropa 2 is a private, commercial radio station in the Czech Republic. It was the first private station since 1989, beginning broadcasting on 21 March 1990. The station's target audience is listeners aged 12–29 years.

Radio Beat



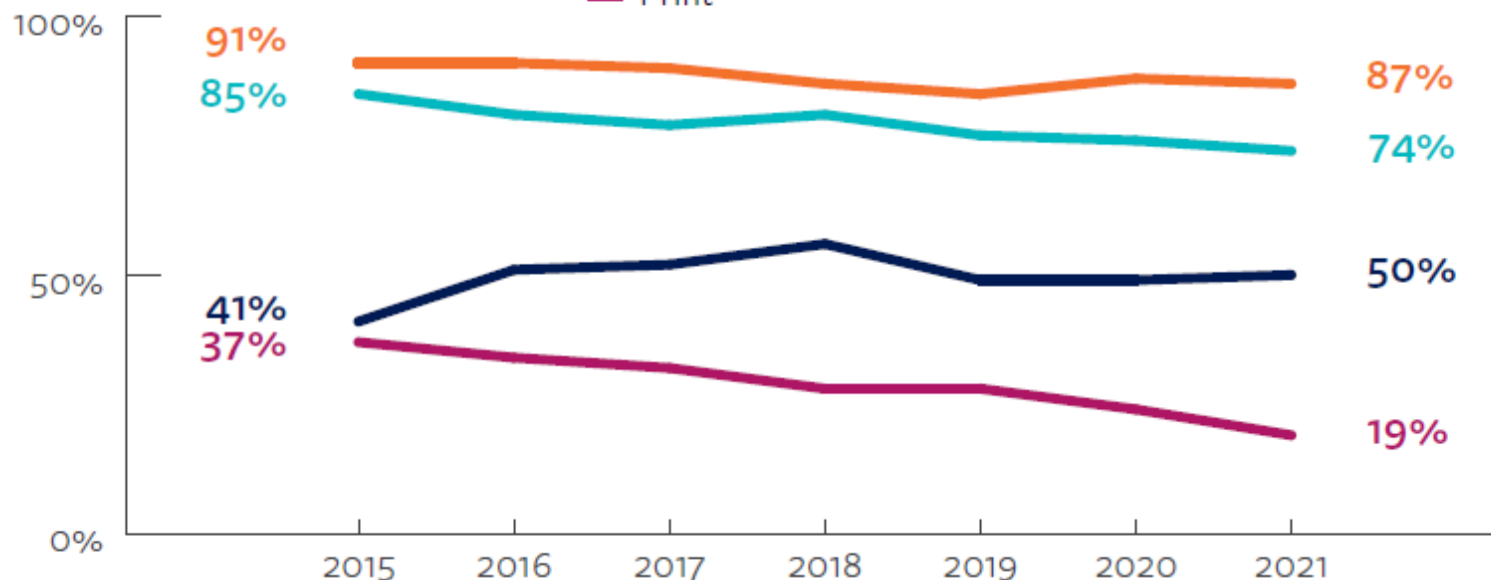
Radio Beat is a Czech radio station, broadcasting from Prague. It plays classic rock.

Print Consumption

PRINT SAW A DECLINE DUE TO THE PANDEMIC, HOWEVER THERE WERE SOME PROMISING TRENDS

SOURCES OF NEWS 2015-21

Online (incl. social media)
TV
Social media
Print



- The print market saw a decline due to the pandemic, however there were some promising trends; A new economic weekly Hrot was launched in May (the first new such title for many years), and publisher A11 expanded its portfolio of regional and metropolitan street papers titled Our Region
- Several titles and publishers reported a marked increase in digital subscriptions, including the youngest Czech daily – Deník N (launched in 2018), that had reached 20,000 subscribers by the beginning of 2021, making a major step towards financial sustainability

Print Consumption

TOP PRINT TITLES



Blesk **Circulation: 199,000**

Blesk is a daily tabloid newspaper published in Prague, the Czech Republic. The largest market share among the Czech newspapers is held by the tabloid Blesk daily, followed by MF Dnes.



Deník **Circulation: 107,000**

The liberal daily Deník is published every day except Sundays in 73 different regional versions, all with a general news and commentary section that is produced in Prague.



Mladá fronta Dnes (MF Dnes) **Circulation: 116,000**

The liberal daily Mladá fronta Dnes has one of the highest circulation of all the serious newspapers in the Czech Republic. In addition to its main editorial department in Prague it also has 14 local editing departments with their own local sections.



Lidové noviny **Circulation: 32,000**

Lidové noviny is a daily newspaper published in Prague, the Czech Republic. It is the oldest Czech daily still in print. It is a national news daily covering political, economic, cultural and scientific affairs, mostly with a center-right, conservative view.

Digital Consumption

THE NUMBER OF INTERNET USERS IN CZECHIA INCREASED BY 1.3% BETWEEN 2021 AND 2022



Digital Consumption

CZECHS SPEND MOST OF THEIR TIME ON YOUTUBE

FEB
2022

MOST-VISITED WEBSITES: SIMILARWEB RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO SIMILARWEB, BASED ON ANNUAL WEBSITE TRAFFIC FOR FULL-YEAR 2021

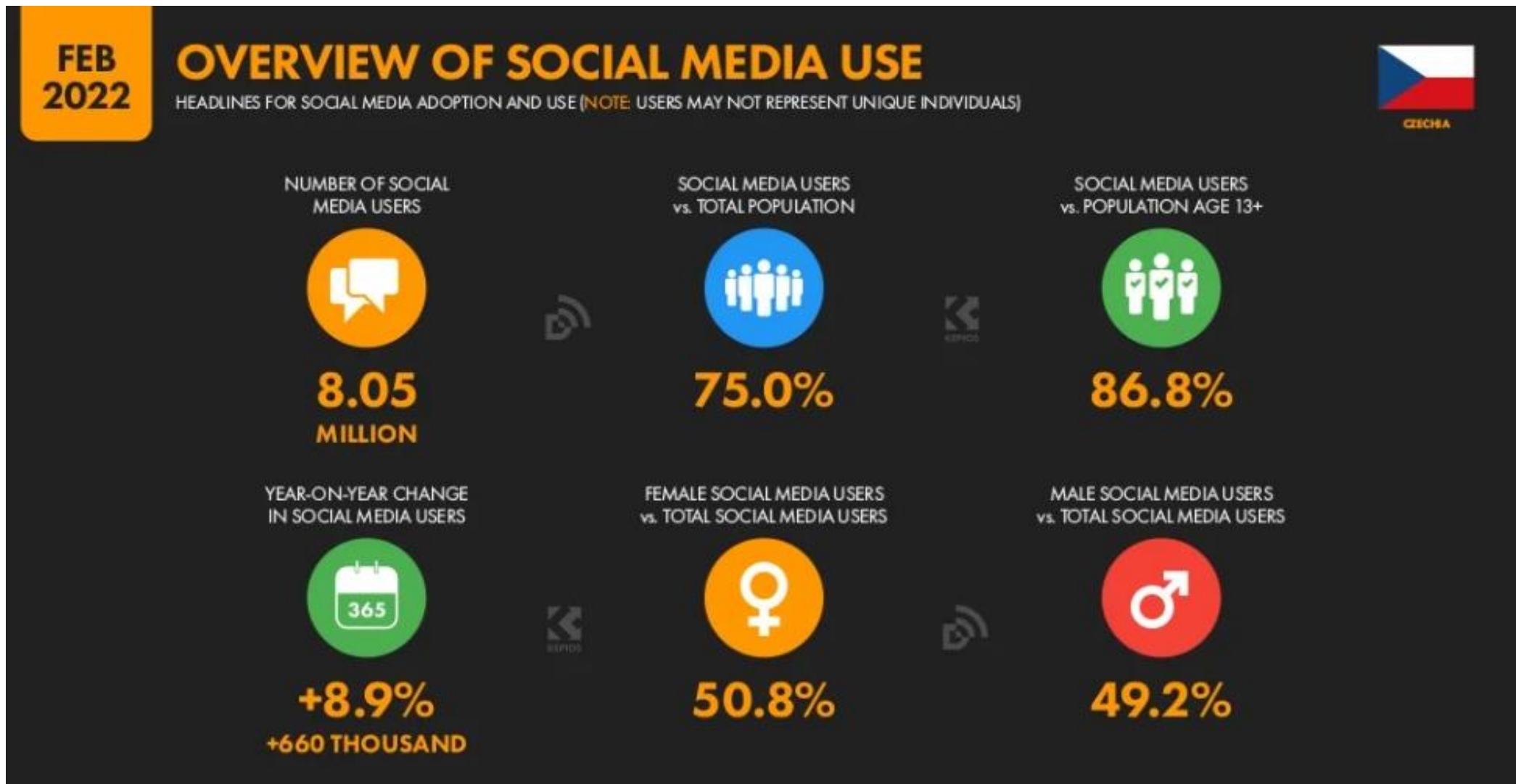


#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	4.83B	48.4%	51.6%	12M 11S	9.36
02	SEZNAM.CZ	3.56B	51.4%	48.6%	8M 29S	5.03
03	YOUTUBE.COM	2.33B	17.2%	82.8%	22M 37S	13.13
04	FACEBOOK.COM	2.07B	40.7%	59.3%	11M 58S	9.20
05	NOVINKY.CZ	1.41B	52.0%	48.0%	4M 10S	2.55
06	IDNES.CZ	858M	52.4%	47.6%	6M 10S	5.67
07	SUPER.CZ	669M	62.2%	37.8%	2M 49S	2.17
08	WIKIPEDIA.ORG	404M	40.7%	59.3%	4M 28S	3.56
09	GOOGLE.CZ	398M	31.2%	68.8%	7M 54S	17.27
10	SPORT.CZ	380M	57.3%	42.7%	3M 32S	2.14

#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
11	STREAM.CZ	323M	89.0%	11.0%	0M 37S	2.03
12	SZN.CZ	318M	47.0%	53.0%	3M 16S	2.25
13	AKTUALNE.CZ	309M	51.2%	48.8%	3M 20S	3.83
14	BLESK.CZ	294M	74.5%	25.5%	4M 32S	4.79
15	INSTAGRAM.COM	288M	40.3%	59.7%	9M 00S	13.56
16	IFRIMA.CZ	264M	47.6%	52.4%	2M 44S	2.69
17	CENTRUM.CZ	257M	47.6%	52.4%	5M 39S	4.14
18	CESKATELEVIZE.CZ	243M	35.7%	64.3%	4M 39S	3.19
19	BAZOS.CZ	242M	63.8%	36.2%	8M 19S	13.10
20	HEUREKA.CZ	233M	43.4%	56.6%	5M 02S	5.86

Digital Consumption

THE NUMBER OF SOCIAL MEDIA USERS IN CZECHIA INCREASED BY 8.9% BETWEEN 2021 AND 2022



Outdoor Sites

CZECH REPUBLIC



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